

WHAT IS CLAIMED IS:

1           1. A portable information terminal apparatus  
2 comprising:  
3           a display element;  
4           a communication element;  
5           a reading element which reads access destination  
6 information indicated on a printed matter;  
7           a control element which connects to an access  
8 destination corresponding to said access destination  
9 information through said communication element, receives  
10 contents from said access destination, and executes a  
11 browser for displaying said received contents on said  
12 display element; and  
13           an apparatus case which includes said display  
14 element, said reading element and said control element;  
15           wherein a reading window for said reading element  
16 is provided on said apparatus case.

1           2. A portable information terminal apparatus as  
2 claimed in claim 1, wherein said reading element includes a  
3 scanner which reads an image on a printed matter through  
4 said reading window, and an extraction element which  
5 extracts said access destination information included in  
6 said image.

1           3. A portable information terminal apparatus as

2 claimed in claim 1, wherein said access destination  
3 information is a URL noted on a printed matter.

1 4. A portable information terminal apparatus as  
2 claimed in claim 1, wherein said printed matter is a paper  
3 publication having a URL of contents containing a moving  
4 image associated with an article constituted by characters  
5 or a still image printed within or in the vicinity of said  
6 article.

1 5. A portable information terminal apparatus as  
2 claimed in claim 4, wherein said contents include  
3 advertisement information.

1 6. An information provision method comprising:  
2 storing contents containing a moving image and  
3 being associated with an article constituted by characters  
4 or a still picture on a paper publication, which has  
5 contents locating information indicating a location of said  
6 contents and being printed within or in the vicinity of  
7 said article, in a server on a communication network;

8 reading said contents locating information on said  
9 paper publication by a portable information terminal  
10 apparatus; and

11 displaying said contents corresponding to said  
12 contents locating information on a display of said portable  
13 information terminal apparatus accessing said server and

14 acquiring said contents based on said contents locating  
15 information.

1 7. An information provision method as claimed in  
2 claim 6, wherein said contents include advertisement  
3 information.

1 8. The information provision method as claimed in  
2 claim 6, wherein an accounting server having a charge table  
3 in which an article having advertisement information added  
4 thereto and an advertisement charge previously set based on  
5 a content of said article are registered in association  
6 with each other and an accounting file for holding  
7 accounting information for each advertiser is used so that  
8 an advertisement charge to be collected by an issuer of a  
9 paper publication from an advertiser is differentiated and  
10 imposed in accordance with an article to which said  
11 advertisement information is added.

1 9. The information provision method as claimed in  
2 claim 6, wherein an accounting server having a charge table  
3 in which an access number and advertisement charge  
4 information corresponding to said access number are  
5 registered in association with each other and an accounting  
6 file for holding accounting information for each advertiser  
7 is used so that an advertisement charge to be collected by  
8 an issuer of a paper publisher from an advertiser is

9 differentiated and imposed in accordance with said access  
10 number of said advertisement information.

1 10. The information provision method as claimed  
2 in claim 6, wherein an accounting server having a charge  
3 table in which an advertisement time zone and advertisement  
4 charge information according to said advertisement time  
5 zone are registered in association with each other and an  
6 accounting file for holding accounting information for each  
7 advertiser is used so that an advertisement charge to be  
8 collected by an issuer of a paper publication is  
9 differentiated and imposed in accordance with said  
10 advertisement time zone for providing said advertisement  
11 information.

1 11. The information provision method as claimed  
2 in claim 6, wherein an accounting server having a charge  
3 table in which a conformation for providing advertisement  
4 information and advertisement charge information according  
5 to said conformation are registered in association with  
6 each other and an accounting file for holding accounting  
7 information for each advertiser is used so that an  
8 advertisement charge to be collected by an issuer of a  
9 paper publication from an advertiser is differentiated and  
10 imposed in accordance with said conformation for providing  
11 said advertisement information.

1           12. The information provision method as claimed  
2 in claim 6, wherein a current position of said portable  
3 information terminal apparatus having access is detected  
4 and advertisement information corresponding to said  
5 detected current position is selected to be included in  
6 contents.

1           13. The information provision method as claimed  
2   in claim 6, wherein at least part of a communication charge  
3   generated in said portable information terminal apparatus  
4   is imposed on an issuer of a paper publication.

1           14. The information provision method as claimed  
2   in claim 6, wherein at least part of a connection charge to  
3   a provider generated in said portable information terminal  
4   apparatus is imposed on an issuer of a paper publication.